



## The Howard County Office of Tourism & Promotion

is a not-for-profit organization dedicated

to promoting all that is wonderful and unique about visiting and living in Howard County, Maryland.

As the official destination marketing organization

**What is It?** for Howard County, we are IT—the first and foremost source of information for people who want to know more about where to go and what to see and do in Howard County.

As an advocate for the tourism industry, we offer exclusive promotional benefits to individuals and businesses interested in capturing a greater market share of the millions of dollars tourism generates.

Our partners enjoy first-hand access to an extensive clientele base along with front-and-center promotional opportunities that set their business apart from the crowd. Our professional public relations and sales and marketing teams are ready to help as front-line resources to extend your reach both regionally and locally, as well as assist with your in-house promotional efforts.

**Be a part of It?** With benefit packages designed to fit every partner's budget, we work to ensure that your name becomes synonymous with the quality and attraction that is Howard County, Maryland.

*Introductory SILVER PARTNER benefits begin at \$200. Non-profit BRONZE PARTNER benefits are also available.*

*(See back for details)*

## Join It? \$500

As a GOLD partner you receive

- Enhanced listing in the *Official Howard County Welcome Guide* and **your location shown on map.**
- Enhanced listing and exclusive link **with your logo** on the official *VisitHowardCounty.com* website.
- Free distribution and **premier** placement of your marketing materials at the official *Howard County Welcome Center*.
- On-site recognition, **including your logo**, at events we host throughout the year **plus complimentary ticket packages** to paid events.
- Discounted advertising rates and **first-call on exclusive sponsorship opportunities.**
- Preferred access to:
  - On-site marketing opportunities via Tourism's "On-the-Go Welcome Center."
  - Cooperative trade show opportunities with reduced participation rates
  - Regional marketing opportunities through group sales leads and "FAM-Tour" participation
  - Invitations to industry networking events and subscription to "Connect IT!" a partner e-update & "Know IT!" an on-line newsletter
  - Promotion in media outreach and public relations efforts

## Want More of It? \$1,000

As a PLATINUM partner you receive

**ALL OF THE ABOVE PLUS...**

- **Additional**, special recognition listing with **your logo** in the *Official Howard County Welcome Guide on the map page.*
- **Special designation and enhancements to your descriptive paragraph** on the official *VisitHowardCounty.com* website including special events and multiple amenities listings.
- **Prime**, premier placement of your marketing materials at Welcome Center **plus an on-site poster.**
- Your promotional material displayed and distributed at all "On-the-Go Welcome Center" venues.
- On-site, **complimentary display space** and recognition as a Platinum Partner, including your logo, at Annual Luncheon.
- **Additional** complimentary tickets and **discounts** on corporate entertainment packages to paid events.
- **Discounted rates** on exclusive sponsorship opportunities.
- **Feature article** in the exclusive "Focus on Tourism" supplement to *The Business Monthly*.



# The Value of It?

As a partner with the HOWARD COUNTY OFFICE OF TOURISM & PROMOTION you have access to a wide array of products that can maximize your marketing efforts.

**The Official Howard County Welcome Guide:** 200,000 copies are distributed yearly at welcome centers throughout Maryland and locally in hotel rooms, business parks, Howard County libraries AND to concert-goers at Merriweather Post Pavilion.

**VisitHowardCounty.com**, the official webpage for visitor information, serves as a gateway to all that Howard County has to offer. It provides Calendar of Event listings and Travel Packages, and receives over 10,000 unique visits monthly.

**The Howard County Welcome Center**, located in historic Ellicott City (Howard County's number one visitor attraction), serves over 20,000 visitors annually who stop by for information on where to go and what to see and do while in the county.

**"On-the-Go Welcome Center":** This bright red pop-up tent is the preeminent source of on-site, visitor information at major county events including the Maryland Sheep & Wool Festival, Howard LIFE Festival, Wine in the Woods, Columbia Festival of the Arts, Columbia Triathlon, Iron Girl, Howard County Fair and the Columbia Grand Prix.

## Special Events & Networking Opportunities

The Annual Tourism Meeting & Luncheon  
"Soiree" - an annual fundraising event  
Howard County *RESTaurant Weeks!*  
Bi-monthly Breakfast Club & Quarterly Partner Mixers  
"Connect-IT!" - our partner e-update  
"Know-IT!" - an on-line newsletter

**Blossoms Of Hope**...the Howard County Cherry Tree project is an initiative to beautify the county and raise cancer awareness featuring CHERRYBRATION DAYS - a month-long, spring celebration that helps partners connect their marketing efforts with the blossoming season and give back to the community.

**Advocacy & Outreach:** By authoring letters, providing industry data and delivering testimony to decision makers Tourism supports the industry and your businesses legislatively and in the community.

**Cooperative Media Buying & Regional Partnerships** with Maryland Office of Tourism and Maryland Tourism Council including booth space at trade shows, FAM tours with travel writers, group sales leads and professional development.

# Join It! \$200

As an introductory SILVER partner you receive

- Enhanced listing in *The Official Howard County Welcome Guide*.
- Enhanced listing and exclusive link on the official *VisitHowardCounty.com* website.
- Free distribution and placement of your marketing materials at the official *Howard County Welcome Center*.
- Discounted advertising rates.
- Preferred access to:
  - On-site marketing opportunities via Tourism's "On-the-Go Welcome Center"
  - Cooperative trade show opportunities with reduced participation rates
  - Regional marketing opportunities through group sales leads and "FAM-Tour" participation
  - Invitations to industry networking events and subscription to "Connect IT!" a partner e-update and "Know IT!" an on-line newsletter
  - Promotion in media outreach and public relations efforts

# Share It! \$100

As a non-profit, we know every dollar counts and that's why we offer a special **BRONZE partner rate** for our fellow non-profit organizations.

You receive the same basic benefits listed above for half the cost. We value your services and hope you will join us.

# Call It! 410-313-1900

... And let us work to expand your reach into the tourism market and beyond!



**Our partners come in all shapes & sizes!** Many partners are in the travel and hospitality industry, but many other businesses simply recognize the value of partnering with **Howard County's official destination marketing organization.** We promote the exceptional quality of life, amenities and community networks that make Howard County a great place to do business. We invite you to join the HOWARD COUNTY OFFICE OF TOURISM & PROMOTION and become synonymous with the quality and attraction that is Howard County, Maryland!



☐ **Arts**

- ☐ Artist Studio/ Gallery
- ☐ Concert / Performance Venue
- ☐ Music
- ☐ Theater

☐ **Attractions**

- ☐ Farms
- ☐ Historic
- ☐ Museum

☐ **Business Services**

- ☐ Business Associations
- ☐ Corporate Teambuilding
- ☐ Financial Services
- ☐ Legal Services
- ☐ Printing & Marketing

☐ **Community Services & Organizations**

- ☐ Charities/Non-profits
- ☐ Service Clubs
- ☐ Youth Organizations

☐ **Dining**

- ☐ Café / Wine Bar
- ☐ Full Service
- ☐ Large Group

☐ **Events**

- ☐ Charity Event
- ☐ Community Fundraiser
- ☐ Sports

☐ **Education**

- ☐ College/University
- ☐ Vocational

☐ **Health & Wellness**

- ☐ Alternative
- ☐ Medical Services
- ☐ Family and patient support
- ☐ Hospital/Emergency services

☐ **Hotels** (separate rates apply)

- ☐ Full Service
- ☐ Select Amenities

☐ **Lodging**

- ☐ Bed & Breakfast / Inn
- ☐ Extended Stay
- ☐ Resort / Conference Center
- ☐ RV Park / Campground

☐ **Meeting Venue / Event Facility**

☐ **Relocation**

- ☐ Apartments / Rentals
- ☐ Homebuilders
- ☐ Landscape Design / Nursery
- ☐ Realtor

☐ **Shopping**

- ☐ Antiques
- ☐ Mall / Retail Center
- ☐ Specialty retail

☐ **Spas & Salons**

☐ **Sports & Recreation**

- ☐ Fitness Center / Gym
- ☐ Golf
- ☐ Indoor Specialty Facility
- ☐ Outdoor / Adventure
- ☐ Spectator Sports & Venues
- ☐ Youth Leagues

☐ **Transportation**

- ☐ Bus
- ☐ Car / Limousine Rental

☐ **Worship & Spiritual Centers**

## PARTNER PERSPECTIVES...

*"The Tourism Team has been one of the biggest partners in the success of my business. With all the publicity for my petting farm and rescuing the Enchanted Forest figures, my business has become a regional attraction and even named a "must see" when in Maryland. Thanks Tourism!"*

**Martha Clark**  
Owner / Operator  
Clark's Elioak Farm

*"Howard County's top employers benefit from partnering with Tourism to recruit and retain employees. With the Authority, Tourism publicizes the County's nationally recognized quality of life and promotes the many attractions, amenities and activities that residents can enjoy."*

**Richard W. Story**  
Chief Executive Officer  
Howard County  
Economic Development Authority

*"What a pleasure it's been working with Howard County's Tourism Team; the individualized attention included in a media tour, a display in front of hundreds of Howard County business people and residents plus exposure at other fun events I never thought possible, and that was our first year. I can't wait to see what happens in 2009."*

**Bob Henig**  
Owner / Rider / Enthusiast  
Bob's BMW Motorcycle





# Partner Profile

PLEASE complete the following.  
If you have any questions, contact us at  
**410-313-1900.**

## CONTACT INFORMATION

Company / Organization

Contact Person

Title

Address

Address

City / State / Zip

Phone (primary)

Phone (secondary)

FAX

E-mail

Website

## BILLING INFORMATION (if different than above)

Contact Name

Address

City / State / Zip

Phone / Fax

E-mail

## PRIMARY PARTNER CATEGORY (See list on reverse)

Business Description (40 words or less)

### PARTNER BENEFIT LEVEL

- ☐ PLATINUM - \$1,000  
☐ GOLD - \$500  
☐ SILVER - \$200  
☐ BRONZE - \$100  
*Non-profit only*

### HOTEL PARTNER LEVEL

- ☐ Full service PLUS  
PLATINUM - \$1,000  
☐ Full service  
GOLD - \$500  
☐ Select Amenities  
SILVER - \$350

### PAYMENT INFORMATION

- ☐ CHECK (enclosed)  
☐ VISA    ☐ MASTER CARD    ☐ AMEX

CREDIT CARD #

EXPIRATION DATE

SECURITY CODE

SIGNATURE

*Credit card info may be taken by phone 410-313-1900*

**THANK YOU FOR BECOMING A PARTNER  
with Howard County Tourism & Promotion!**

**PLEASE MAIL OR FAX TO:**

HOWARD COUNTY TOURISM & PROMOTION TEAM  
8267 Main Street / Ellicott City / MD / 21043  
410-313-1900 / 410-313-1902 (FAX)  
team@visithowardcounty.com

